

MULTIMEDIA



UNIVERSITY

STUDENT IDENTIFICATION NO

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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 2, 2017/ 2018

BMK2844 – MARKETING COMMUNICATION
(DISTANCE EDUCATION)

05 MARCH 2018
9.00 a.m – 11.00 a.m
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This Question paper consists of 2 pages only (including cover page).
2. Answer **ALL** the questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Please write all your answers in the Answer Booklet provided.

Answer **ALL** the questions.

QUESTION 1

Discuss new trends that are affecting marketing communications.

(Total 20 marks)

QUESTION 2

A message strategy is the primary tactic or approach used to deliver the message theme. How are cognitive message strategies used in designing effective advertisements? Discuss with examples.

(Total 20 marks)

QUESTION 3

How can database-driven marketing communication programs help personalize interactions with customers? Discuss.

(Total 20 marks)

QUESTION 4

What types of trade promotions can help push products on to retailer shelves and eventually on to end users? Discuss.

(Total 20 marks)

QUESTION 5

What role can event marketing play in creating customer excitement and brand loyalty? Discuss.

(Total 20 marks)

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